

ABSTRACT

The invention concerns systems and methods for implementing systems that permit multiple, concurrent real time live or dynamic auction emulations in a networked environment. The systems include an auction database manager (ADM) component operatively linked to a rules based auctioneer (RBA) component and auction user interface manager (UIM) component. The ADM component manages data relevant to the auction environment such as bid parameters, lot data parameters, and user preference parameters; auction history data such as bid history data; and completed auction archive data. The RBA component manages the interactive nature of the live auction emulations by defining the parameters for data presentation to bidders, and causing the same to be delivered to relevant bidders via the UIM component. It also handles basic input and output calls to and from the ADM component. The UIM component transforms the RBA component output to specific display and communications protocols for devices possessed or accessible by the bidders based upon data acquired from each participating bidder. Input from active bidders is transformed by the UIM component and delivered to the RBA component for processing. These components, when integrated into a networked environment, permit multiple, concurrent, real time auctions that emulate real world live auctions wherein the price for an auction lot is determined not by an expiration of time but by a final highest bid. Methods are disclosed for carrying out the operations of the described components, as well as converting conventional static online auctions into dynamic auctions.